

**METHOD AND APPARATUS
FOR VIEWER-SPECIFIC PRESENTATION OF INFORMATION**

ABSTRACT OF THE INVENTION

A computer-implemented method for viewer-specific presentation of information. The method includes a first step of receiving a request for information from a viewer. A viewer state associated with the viewer is then identified. The viewer state then provides a list of one or more data states in a ranked order of preference for satisfying a request for information for said viewer state. A data store contains data elements of a variety of data types, each data element tagged with a specific data type and data state. A collection of viewer-specific data elements is selected by searching the data store, and for each data type selecting the data element possessing the highest ranked data state specified by said ranked viewer states. The viewer-specific data elements are then presented to the viewer to satisfy the request for information. Accordingly, the present invention provides a method and apparatus for presenting to a viewer a viewer-specific subset of information. In one embodiment, the information is presented in a viewer-specific format. An apparatus for carrying out the inventive method is also provided.